DOCUMENT RESUME

ED 096 093 RC 008 150

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TITLE Chenango Development Project -- Peoplemobile Project Evaluation.
INSTITUTION Cornell Univ., Ithaca, N.Y. Cooperative Extension Service.; State Univ. of New York, Ithaca. Coll. of Agriculture at Cornell Univ.
PUB DATE 24 Oct 71
NOTE 22p.; For related document, see RC008074

EDRS PRICE MF-$0.75 HC-$1.50 PLUS POSTAGE
DESCRIPTORS Bus Transportation; College Students; *Delivery Systems; Disadvantaged Groups; *Human Services; Information Needs; Interagency Cooperation; Low Income Groups; *Mobile Educational Services; *Program Descriptions; *Rural Population; Summer Programs
IDENTIFIERS Chenango County; New York; *Peoplemobile

ABSTRACT

In October 1970 the New York State College of Agriculture and Life Sciences at Cornell University and Cooperative Extension launched a research and action pilot program to improve the quality of life in Chenango County. High priority areas included the improvement of social services delivery and the increased participation of low income families in the economic, social, and political life of the county. The need for the Peoplemobile was suggested by the field staff and confirmed by research studies during the first year. It appeared that the persons most in need of help -- the rural poor -- were being helped the least. Therefore, the project staff obtained a used schoolbus and staffed it with college-age summer assistants with special areas of expertise (e.g., services offered by different agencies). The Peoplemobile took its first trip in June 1971, providing information to approximately 200 individuals or families. Overall, the evaluation of the project concluded that the Peoplemobile should be continued. Also, the project found evidence to suggest that: (1) there is need for a bridge between the rural poor and the agencies; (2) low income people sometimes need support in dealing with their problems; (3) low income persons need help, particularly legal, in clarifying their problems; and (4) the problem of helping agencies help the rural poor is an urgent and complex one. (KM)

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PEOPLEMOBILE PROJECT EVALUATION

ED 096093

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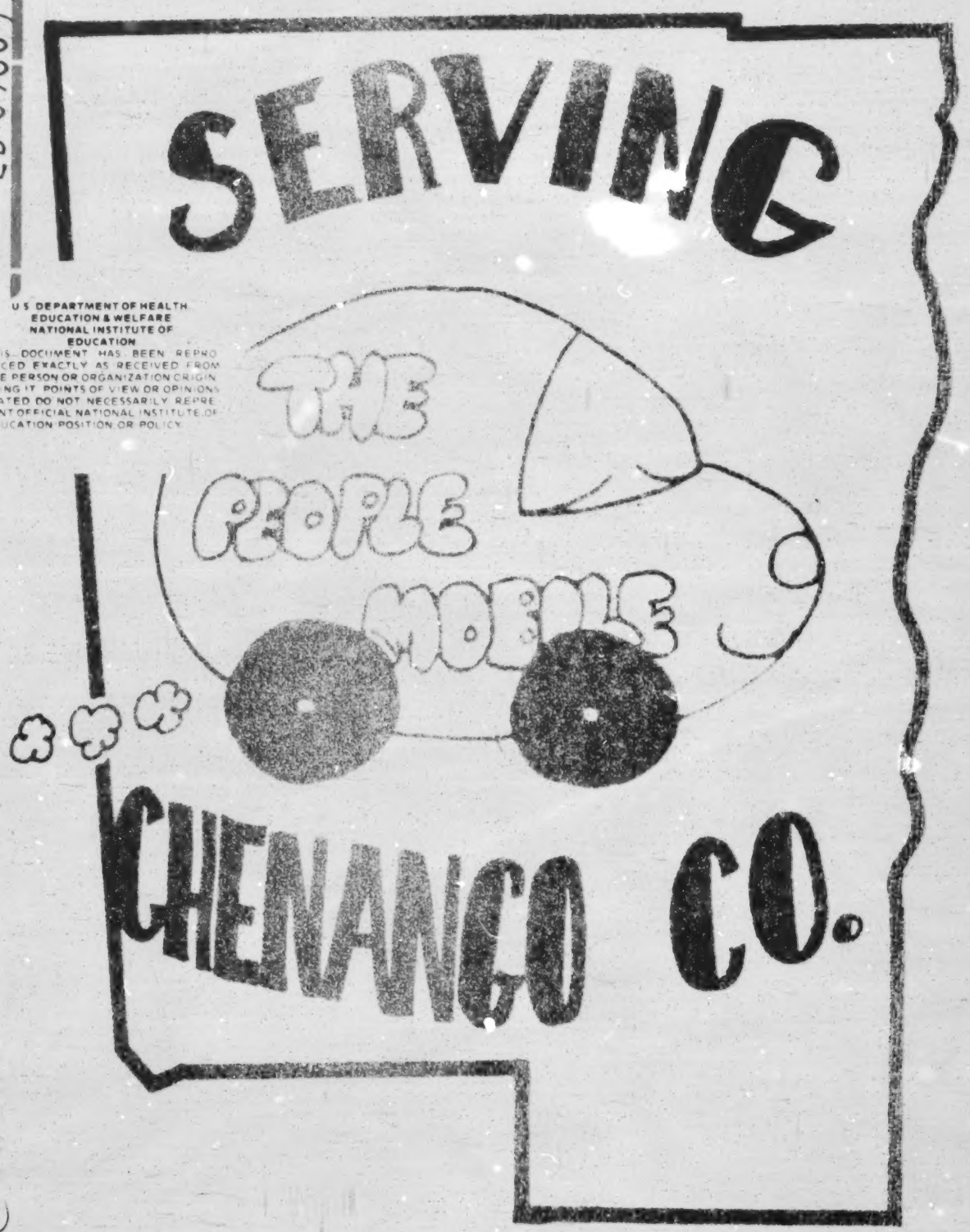

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CHENANGO DEVELOPMENT PROJECT

PEOPLEMOBILE PROJECT EVALUATION:

Submitted by Jennie Farley

October 24, 1971

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		Page
I.	Introduction	
	The Area	1
	Chenango Development Project	1
II.	The Peoplemobile	
	Objectives	2
	Structure of the Project	2
	Funding and Costs	3
	Process	3
III.	Evaluation of the Project by Informants	
	Persons Served	4
	Staff	4
	Summer Assistants	5
	Cornell Advisory Committee	5
	Chenango Advisory Committee	5
IV.	Evaluator's Conclusions	
	Should the Peoplemobile be Continued	5
	Extent to which Objectives were Realized	6
V.	Recommendations	8
VI.	Appendix	
	A. Cornell Advisory Committee	9
	B. Staff Members	10
	C. Chenango Advisory Committee	11
	D. Summer Assistants	12
	E. Cases and Referrals, Peoplemobile Project	13
	F. Supporting Documents	18
	G. Methods of Evaluating Peoplemobile Project	19

I. Introduction

The Area. Chenango County, in central New York, has a population of about 45,000 persons. Of these, according to the 1960 census*, one-fifth have incomes of under $3,000. About 85% of the residents live on farms. The city of Norwich has a population of 8,648; there are 17 communities with a population of between 1,000 and 4,000 and 12 with a population of under 1,000. In short, the county is predominantly rural, is made up of small communities, and a fifth of its population is poor.

There are some thirty agencies or groups working in Chenango County to improve the quality of life there. These range from church groups and other volunteer agencies to public organizations such as the Department of Social Services.

Chenango Development Project. In October, 1970, the New York State College of Agriculture and Life Sciences at Cornell University and Cooperative Extension joined to launch a combined research and action program to improve the quality of life in Chenango County on a pilot basis. High priority areas were to include the improvement of social services delivery and the increased participation of low income families in the economic, social, and political life of the county.

The research and action phases of the project were closely entwined. Among the research studies undertaken during the first year were a survey of 360 representative families in the county; an analysis of preliminary data from the 1970 census; a study of leadership structure; and a general analysis of system fluidity, differentiation, and linkage.

The action arm of the Chenango Development Project included placement of two community specialists, full-time, in the county to work directly with individuals, organizations, and agencies, especially with low income people and the agencies serving them. These staff members published a directory of available social services, worked with local agencies to clarify agency aims and increase individuals' effectiveness, worked with individual low income families in problem solving, cooperated on processing data from a local school survey, and explored possibilities for inter-agency cooperation. The specific aims of the action arm of the Chenango Development Project were four:

(1) To work with county and local agencies to achieve effective delivery of social services.

(2) To work with individuals and families to help improve the quality of their lives and to broaden opportunities open to them.

(3) To help coordinate public and private agencies in identifying community needs and seeking to fill them, and

(4) To improve quality and quantity of resources available to organizations, public officials, and citizens.

* 1960 Census data was used because 1970 data were not available.

The need for such a project as the People mobile was suggested by the field staff and confirmed by research studies during the first year. It appeared that the persons most in need of help in Chenango County--namely, the rural poor -- were being helped the least. Some of the neediest people in the county knew nothing (and many knew little) about the services available to them.

A bridge between the rural poor and the agencies seemed needed.

II. The Peoplemobile

Objectives. To experiment with communicating with the rural poor, the Chenango Development Project staff obtained a used schoolbus; painted it red, white, and blue; staffed it with college-age summer assistants; and sent it out to reach county residents who needed help. Each student was to have special areas of expertise (e.g., services offered by different agencies). Specifically, the Peoplemobile Project was aiming to

(1) Bring information to low income residents in rural areas about the general social and educational services in Chenango County.

(2) Help individuals solve their specific problems, as defined by the people themselves, by referring them to appropriate agencies or seeking help in other ways.

(3) Experiment with ways of bringing together the persons in need of help and representatives of agencies, and

(4) Provide the college-age summer assistants with an educational experience.

In other words, the Peoplemobile aimed to help the poor in problem-solving, to assist the agencies in service delivery, and to help the summer assistants to gain insights into the problems of both groups.

Structure of the Project. The project was guided by a Cornell University faculty group, the Cornell Advisory Committee, which had been formed to advise the Chenango Development Project as a whole. (See Appendix A for a list of committee members.)

Project staff included Cooperative Extension Specialists, Judith Schubmehl and Rodney S. Morris, and Research Associate, George Hecht, Department of Rural Sociology. (For a complete listing of staff members, see Appendix B.)

The staff invited representatives of the agencies in the county to form a Chenango Advisory Committee to provide local perspective on problems as they arose and to explore possibilities for inter-agency action. (See Appendix C for a membership list.)

In consultation with both the Cornell and Chenango committees, the staff selected the seven college students who were to man the Peoplemobile. These summer assistants were chosen from among a field of twenty-five applicants, all residents of the area in which they were to work. (See Appendix D.)

The training program was undertaken in Chenango County. It consisted of five day-long sessions (June 14-June 18, 1971). Topics covered included "Causes and Conditions of Rural Poverty," "Research Information on Poverty in Chenango County," "Strategies for Change," and descriptions of services available from various county agencies. The training included both theoretical analyses and "teaching from experience," presentations by persons who had worked with agencies or with rural poor directly. The summer assistants for the Peoplemobile were trained jointly with the Nutrition Aides employed by the Expanded Nutrition Education Program. Members of both the Chenango and the Cornell committees participated in the training.

Funding and Costs. The Peoplemobile was mounted by the Chenango Development Project which was in turn supported by Cooperative Extension, the College of Agriculture and Life Sciences at Cornell and, later, the New York State College of Human Ecology at Cornell.

Other donors to the Peoplemobile were

Expanded Nutrition Education Fund	$5,200
Raymond Foundation	1,500
Peckham Fund, Emanual Episcopal Church	1,500
Narcotics Guidance Council	400
	$8,600

Gifts in kind included the provision of office space by the Board of Cooperative Educational Services and the loan of the bus and cars by Opportunities for Chenango.

The total cost of the program, excluding contributed staff time and faculty time, was estimated at $8,180, allocated as follows:

Transportation	$ 950
Stipends for Summer Assistants	6630
Communications, supplies, advertising, etc	600
	$8180

Process. The Peoplemobile launched out for its first trip on June 24, 1971. Between that date and August 19, 1971, the bus traveled 1,590 miles. The summer assistants and staff members logged an additional 5,358 miles on return trips, ferrying county residents to agencies and bringing needed information back into the rural communities.

The Peoplemobile provided information to approximately 200 individuals or families. Of these, 41 were classified as "cases," because the summer assistants and staff met with them more than once, provided them with transportation to a pertinent agency, or returned with further information to help solve their problems. (For a list of cases and an analysis of the kinds of problems uncovered, see Appendix E.)

The bus was set up to have a play area for children and a comfortable area where persons wanting information could talk with the Summer Assistants. Pamphlets, bulletins, and posters provided by the agencies were on display. There was a mobile telephone so that immediate information could be provided when the bus's hours coincided with those of

the agencies.

The Peoplemobile had regularly scheduled stops on four days a week. Some areas were visited weekly and others, every other week. The bus made its rounds in the late afternoon and evening during the latter part of the summer since early experience with morning visits were unsuccessful since most people were not at home then. Evening visits appeared to be the most successful as husband and wife could discuss problems together. (The value of evening visits in other than summer months is yet to be tested.)

The Peoplemobile made three kinds of stops: in populated areas, along isolated routes, and at places where people congregated. In populated areas, the bus would stop in a central place. One Summer Assistant would stay on the bus to entertain the children, to answer the telephone, and to talk with passers-by. The other Summer Assistants went from door to door. Later, the bus staff chose routes which had several low income families living along them. The bus would visit these homes one by one. The staff felt that this strategy was a successful one in reaching the very isolated. Finally, the bus went to places where people congregated on Fridays and Saturdays such as fairs, field days, and shopping centers. The Summer Assistants reported that this method was not effective in reaching low income persons. However, as the summer progressed, a growing number of people visited the bus at these stops. It seemed a potentially good strategy for communicating with the non-poor about the purposes of the Peoplemobile and the problems in Chenango County.

III. Evaluation of the Project by Informants

Assessments of the project were sought from 67 persons. (For details of the ways in which these opinions were gathered and by whom, see Appendix G.) Their comments are summarized below. Responsibility for choosing typical comments rests entirely with the evaluator.

Persons Served. Those served by the Peoplemobile were grateful for the help. Not one complaint was recorded, except that one person said that the project could have used more publicity. It had been anticipated that low income people might have difficulty with communicating with college age students. Evidence from field interviews suggests that, on the contrary, persons served by the Peoplemobile welcomed the Summer Assistants' willingness to listen, their fresh approach, and their sympathy and suggestions. One respondent said, "I wish you could get this bus going this winter. We miss having the bus come up now -- we'll miss it even more in the winter when we can't get out at all to get to Norwich."

Staff. Members of the staff felt that the project had succeeded, but each had criticisms of certain aspects of it. One noted that the uncertainty of the funding until the last minute had made it difficult to publicize the project in advance. Two mentioned that it would have been better, though more expensive, to train the Peoplemobile Summer Assistants apart from the Nutrition Aides. Several explained that the illness of a key staff member had resulted in poor communication with middle income people in the area. One summed this up by saying, "The project is doing good things, but it isn't telling about them well." One noted that the Cornell Advisory Committee backed them to the hilt, "was great, dropped everything when we came to them with a problem." Several mentioned that the project

had uncovered a clear need for workers who would support poor people and be their advocates, rather than just transmit information to them. "The people we helped were different because of us," one said. "They were more confident of themselves. Maybe we gave some of them a little more hope and a few more ideas on how they could change their situation."

Summer Assistants. The college students who served as summer assistants appeared to feel, as a group, that their time had been well spent because they had helped people who needed them. Several mentioned that they felt agency representatives had a better understanding of the problems of the rural poor because of the Peoplemobile. Several were extremely critical of the way some agency representatives treat poor people. Two concurred with the staff members in feeling that it would be better to separate the training of Peoplemobile assistants from that of Nutrition Aides. Two asked for less emphasis on "how hard it is to talk to poor people," since they had had little trouble in that area. One called for more information on agency regulations and the law included in the training. Several remarked that the Cornell Advisory Committee had had little contact with the project during the time it was actually being undertaken.

Cornell Advisory Committee. Members of the Advisory Committee felt that, in general, the project had been a success. Two respondents felt, however, that the communication with the rural poor had been accomplished at the expense of good relations with staff of agencies already working in the county. One informant said that more advance planning in consultation with people already there might have helped solve this problem. One professor noted that the diversity of the points of view represented on the project staff was the single most important factor in the success of the project.

Chenango Advisory Committee. By and large, the members of the Chenango Committee and representatives of other agencies interviewed felt that the project had been worthwhile. When questioned about the long range effect on their organizations, many cited lack of funds and lack of staff as the reasons why the Peoplemobile would have little long term impact. One informant felt that the training should be "less casual." Another opined that the project lacked the services of an experienced expert. They felt, in general, that communication with the poor was good, but that communication with the agencies and with the public at large was less good.

IV. Evaluator's Conclusions

Should the Peoplemobile be continued? The consensus among the respondents appeared to be that, with modifications, it should be. The evaluator shares that view.

Six comments on the project are quoted below to suggest why:

"The Peoplemobile is the only group that goes to the people and asks what it can do for them, no restrictions or boundaries, no agency framework to conform to, no supervisors to be coddled or pleased. . . " (Summer Assistant)

"I felt as though I was in a desert out here, all alone, until those kids came along." (Person served)

"Those kids made mistakes and created some anxiety among the agency people. But they tried to do something worthwhile and I'm proud to have been part of it." (Donor)

". . .(The Summer Assistants) are sympathetic to the poor. If they could just extend that sympathy to those of us who are working here and to the non-poor, then we'd really be onto something." (Member, Chenango Advisory Committee)

"The Peoplemobile didn't change conditions that much, but it did show that college students can be effective in reaching a segment of the population that the agencies can't afford the staff or the time to work with." (Member, Cornell Advisory Committee)

"We definitely found that the need is not simply for information about what's available, but for a new kind of worker, who isn't tied to any single agency or service but can be flexible and can aid families in defining their problems, digesting information about what is available, and in choosing among services or solutions. We were on their side and they knew it." (Staff member)

The evidence suggests that the Peoplemobile should ride again.

Extent to Which Objectives Were Realized. The Project had four aims (as listed on page 2, above).

1. Bringing information to rural poor about services available. It seems clear that the Peoplemobile did provide a bridge between low income people in rural communities and the agencies centered in Norwich and elsewhere. Their reported 200 contacts attest to this.

2. Helping individuals in problem-solving by referrals and other methods. The Peoplemobile "Case summary" (see Appendix E) gives good evidence that the Summer Assistants and staff of the Peoplemobile knew where to look for help and how to tap the resources available.

3. Experimenting with ways of bringing the agency and client together. The evidence suggests that the Peoplemobile project uncovered the need for a new kind of outreach worker who supports people in trouble and helps them seek solutions from a variety of sources.

4. Providing students with an educational experience. The students' assessments suggest that the experience of working on the Peoplemobile was a valuable educational one for them. In speaking about it afterwards, as one professor noted, they were almost religious in the declarations about the importance of the work and the urgency of the need.

How well did the Peoplemobile succeed in terms of the aims of the Chenango Development Project as a whole? The aims of the action arm of the project (see page 1, above) were broader than those of the Peoplemobile.

1. To work with agency to improve services. There was evidence that the Peoplemobile served to show that there was a need. The rural poor have complicated problems which don't always coincide with agency office hours. There is the difficulty of transportation. The Peoplemobile helped resolve these two difficulties for the persons they served.

2. To work with families and individuals. As noted above, the Peoplemobile was able to offer specific help through referrals and counseling. Follow-up work with individuals is being undertaken on a part-time basis by one of the summer assistants.

3. To help coordinate public and private agencies. The Peoplemobile did serve to bring agency representatives together. The staff invited representatives to serve on an Advisory Board, which continues to meet.

4. To improve resources available to all those in the county. Here, it may be that the Peoplemobile had the least success. It reporting and public relations were perhaps the weakest part of its efforts. Although the staff did announce the whereabouts of the bus each day on the radio and managed to bring about a television interview and several newspaper articles, it appears that the public at large could have been better informed as to what the bus was for, where it was going and what it was doing. One staff member noted that their best public relations agents were the Summer Assistants themselves, residents of the county who came to share new insights into the problems of the poor and to communicate these to their families and friends. Another staff member underscored the need for better communications with middle income people by noting that they are the ones who, in the long run, can really change conditions in Chenango County.

Finally, in terms of agency relationships, it is not surprising that there should have been strain. The agency people in Chenango County have been working on some of these problems for years and they will still be doing so long after the Summer Assistants are gone. It is inevitable, perhaps, that the newcomers would have offended some of the old hands. To the extent that agencies do have problems in meeting service needs, at least some criticism on the part of the summer assistants is to be expected. This is especially true where service provided by the agency is inadequate or inconsistent with the expressed purposes of the agency. If there had been no strain, then perhaps the students wouldn't have been doing their job properly. Such strain in inter-group relations may be part of the human condition. As college students resent professors and as clients resent service workers, so experienced workers may resent critical newcomers. (And everybody resents evaluators.) Still, this problem may point to the need for inclusion in the training of a section which will encourage summer assistants to be more sensitive to the agencies' problems.

Finally, what needs did the Peoplemobile project uncover? The evidence suggests that there is need for a bridge between the rural poor and the agencies and further, that low income people sometimes need support in dealing with the agencies as well as with their problems. Second, the project suggested that low income persons need help in clarifying their problems. No person served asked for a lawyer specifically, but the evidence suggests that legal services for the poor are sorely needed in Chenango County. Finally, the evidence shows that the problem of helping agencies help the rural poor is an urgent and complex one. It was a member of the Chenango Advisory Committee who called for experience and expertise on projects such as these. Such expertise is hard to come by. As another member of that committee noted, "Nobody knows all the answers." In the long run, solutions may well be developed by students, advisors, and staff of such imaginative outreach programs as the Peoplemobile.

V. Recommendations

On the basis of the evidence, the evaluator recommends:

1. That the Peoplemobile be continued. The people served needed the help and support that the Summer Assistants were able to provide on such diverse problems as eligibility for Food Stamps and Medicaid, Social Security benefits, how to start a Brownie troop, how to apply for a job at the New York State Employment Service, Draft Status, and Aid to Dependent Children.

2. That the training for the Summer Assistants be separated from that of the Nutrition Aides, if finances permit. The training program should draw on the expertise of the advisors, staff, and students involved during the first experimental summer. In addition, the staff and advisors should consider ways in which the summer assistants can be sensitized to the problems faced by the agencies.

3. That representatives of the agencies already working in the county be involved as early as possible in the planning. This may be done through the Chenango Advisory Committee.

4. That attention be given to the problem of reporting and publicity, so essential to the long range success of any development program.

Appendix A. Cornell Advisory Committee, Chenango Development Project

Richard Boisvert, Assistant Professor, Agricultural Economics, Agriculture and Life Sciences

Royal D. Colle, Associate Professor, Communication Arts, Agriculture and Life Sciences, and Human Ecology

Howard Conklin, Professor, Agricultural Economics, Agriculture and Life Sciences

David W. Dik, Extension Associate, Cooperative Extension, Agriculture and Life Sciences

Paul R. Eberts, Associate Professor, Rural Sociology, Agriculture and Life Sciences

Eugene C. Erickson, Associate Professor, Rural Sociology, Agriculture and Life Sciences

Clifford R. Harrington, Professor and Associate Director, Cooperative Extension

Marian M. Kira, Senior Extension Associate, Cooperative Extension, Human Ecology

Edward A. Lutz, Professor, Agricultural Economics. Agriculture and Life Sciences

Joseph F. Metz, Jr., Professor, Agricultural Economics and Associate Director of Research, Agriculture and Life Sciences

Ernest F. Powers, Senior Extension Associate, Cooperative Extension, Human Ecology

James C. Preston, Assistant Professor, Cooperative Extension

Jerry D. Stockdale, Assistant Professor, Rural Sociology, Agriculture and Life Sciences

Bettie Lee Yerka, Associate Professor, Cooperative Extension, Community Service Education, Human Ecology

Appendix B. Staff Members, Chenango Development Project

George Hecht, Fesearch Associate, Rural Sociology, Agriculture and Life Sciences

Rodney S. Morris, Cooperative Extension Specialist, Community Resource Development, Cooperative Extension

Sharon Morris, Statistical Clerk, Rural Sociology, Agriculture and Life Sciences

Wilbur ("Bud") Pittinger, Project Assistant (part-time)

Leslie Puryear, Project Interviewer (part-time)

Judith Schubmehl, Cooperative Extension Specialist, Human Resource Development, Cooperative Extension

Appendix C. Chenango Advisory Committee, Peoplemobile Project

Sidney Breese, Director
Narcotics Guidance Council, Chenango County

Leah Drexler, Division Leader, Home Division
Cooperative Extension, Chenango County

Esther Goldenberg, Outreach Worker
Planned Parenthood of Mohawk Valley, Chenango County Branch

John Kiernan, Director
Board of Cooperative Educational Services, Chenango County

Martin Maier
Chenango County Planner, Norwich

Catherine Ryan, R.N., Supervisor
Public Health Nursing Service

Marian ("Freddy") Shapley, Center Director
Opportunities for Chenango

Catherine Wohlschlegel, Deputy Commissioner
Chenango County Department of Social Services

Appendix D. Summer Assistants, Peoplemobile Project

Summer Assistants	Specialty Areas
Virginia Berberian St. Lawrence University	Nutrition (Expanded Nutrition Education Program)
William Chamberlain Cornell University	Employment (New York State Employment Service Education (Board of Cooperative Educational Services)
Michael Close SUNY at Potsdam	Social Services (Department of Social Services) Education (Cooperative Extension)
Mark Mansmith SUNY at Morrisville	Drug Education (Narcotics Guidance Council) Draft Counseling
Wilbur ("Bud") Pittinger* SUNY at Binghamton	Social Services (Department of Social Services)
Cecile Rabinowitz SUNY at Albany	Family Planning (Planned Parenthood) Health (Public Health Nurses)
Marie Spisak SUNY at Geneseo	Employment (Opportunities for Chenango)

*Continued on part-time basis during Fall term, 1971.

Appendix E. Cases and Referrals, Peoplemobile Project

CONTACTS - Approximately 200

Contact is defined as a meaningful encounter with residents - that is a conversation involving the project and county services.

CASES AND REFERRALS

Case 1 - Referred to Board of Cooperative Educational Services, to Delhi Junior College, and to Greene High School Guidance Counselor to return student to school and for training in auto mechanics.

Case 2 - Referred to Headstart Program and also obtained local transportation for swimming lessons for children.

Case 3 - Referred to O.F.C. Neighborhood Youth Corps for summer employment.

Case 4 - Referred to Raymond Corporation and Branem for job. Checked on eligibility for Food Stamp Program.

Case 5 - Referred to Social Security representatives for benefits and requirements.

Case 6 - Contacted Social Services to send two boys to YMCA camp.

Case 7 - Referred to Social Security concerning proof of age.

Case 8 - Supported client at Family Court; took client to local lawyer concerning case; took client to Employment Service. Client and summer assistant talked with County Probation Officer; contacted the Columbia Law Project and obtained lawyer - concerning support and labor laws.

Case 9 - Contacted Social Services' Caseworker, brought client in to see caseworker. Brought client to Employment Service; brought wife and children in to Social Services to reapply for assistance and to Public Health Nurse to reapply for Supplemental Foods.

Case 10- Brought client in to apply for Medicaid, Food Stamps, and Public Assistance. Also, went to Public Health Nurse to apply for Supplemental Foods.

Case 11 -Referred to Cooperative Extension Nutrition Aides for job. Also advised to contact Social Services caseworker for a home visit.

Case 12- Contacted Social Service Nutrition Aide Program to clear up job problem.

Case 13- Contacted Small Business Administration for information concerning loans. Pamphlets sent to client and office.

Case 14 -Contacted Girl Scouts locally and the Binghamton Regional Office. They will contact client in order to start Brownie Troop.

Case 15- Referred client to Greater Norwich Family and Youth Service for budget counseling after proving ineligible for other various services.

Case 16- Summer assistant counseled two clients concerning draft problems.

Case 17- Contacted Argosy House in Onondaga County, Social Services in Otsego County, the Supervising Medical Representative in Albany and Assemblyman Brown. Consulted local attorney and still working with client to obtain assistance for drug addicted minor.

Case 18- Contacted Social Service case worker; she contacted client to deal with workman's compensation payments.

Case 19- Contacted state representative of the Agriculture and Markets Department for Sampler's Milk license, referred client to this department. Also referred wife to the Orthopedic Clinic in Norwich.

Case 20- Contacted Social Service Caseworker and Farmer's Home Administration for house loan. Contacted Stott Realtors to seek suitable housing for assistance family.

Case 21- Referred client to Small Business Administration and Farmer's Home Administration for loans.

Case 22- Contacted the Public Health Nurse for a list of local women in client's area. Summer assistant contacted these women. The Women's Society for Christian Services will cook meals for this older man.

Case 23- Contacted Social Service case worker to obtain Homemaker Service for client. Also contacted State Department in Syracuse concerning Medicaid payments on eyeglass frames.

Case 24- Obtained job applications from Branem and Raymond for client, also suggested volunteer work at hospital, suggested Public Assistance when unemployment benefits terminate.

Case 25- Contacted Farmer's Home Administration and aided client in filling out application for loan.

Case 26- Referred independent minor in school to Social Security for benefits.

Case 27- Client refused Social Security Disability payments, made contact with lawyer who would review case -- no fee.

Case 28- Client desired Food Stamps, summer assistant checked on requirements - ineligible.

Case 29- Attempted to help client find suitable housing, also contacted Social Service caseworker, client found housing.

Case 30- Referred to Planned Parenthood.

Case 31- Referred client to Fact Photo in St. Louis and Famous Artists for job training.

Case 32- Referred five children in Greene to Social Services, all sent to camps.

Case 33- Contacted caseworker, summer assistant represented client at Social Services for continuance of assistance.

Case 34- Contacted Representative Hanley's Office; hardship, son now dismissed from Armed Forces.

Case 35- Referred client to Employment Office to obtain fair hearing concerning unemployment benefits.

Case 36- Contacted Social Service case worker, brought client in to reapply for Public Assistance.

Case 37- Contacted Employment Service; referred client to job opening there.

Case 38- Referred client to the Mental Health Clinic and the Greater Norwich Family and Youth Service concerning youth with emotional family difficulties.

Case 39- Referred client to Social Services for Food Stamps and Medicaid. Also plan referrals to Planned Parenthood and Nutrition Aide Program for money management.

Case 40- Referred elderly man to Social Services for Food Stamps and Medicaid.

Case 41- Referred elderly man to Public Health Nurse for nutritional problems.

AREAS VISITED ON REGULAR BASIS

1. S;uth Plymouth
2. Country Club Road
3. Five Corners Trailer Park
4. East Pharsalia
5. North Pharsalia
6. Plymouth
7. Round Pond
8. Mount Upton
9. McDonough
10. Linklaen Center
11. Coventry
12. Lincklaen
13. Pleasant Valley Road

EXPERIMENTAL AREAS

1. Eastern Star Field Day in Greene
2. Afton Fair - two days
3. Chenango County Fair - three days
4. Small Town U.S.A. in Earlville
5. Family Bargain Center Parking Lot
6. North Shopping Plaza

GENERALIZATION CONCERNING AGENCY DELIVERY

A majority of the problems the People Mobile Staff dealt with focused upon a communication break-down between the agency and the client. In cases of this type the Summer Assistants acted as a liaison between the agency and client, and were able to develop and open the communication channel. This operation of definition and articulation for both the service provider and client proved successful in almost all cases of this type.

Another problem area which is directly related to the aforementioned was lack of information. In general, residents of the county were not aware of the many public services available to them. Once supplied with this information, many were better able to define their needs and to seek out the services to meet them. A lack of specific information concerns the client after the agency contact has been made. Often times, clients did not know what was expected of them and therefore did not meet certain agency stipulations. This is one instance where the liaison role of the summer assistants often clarified difficulties.

The third area, agency awareness, needs explanation. We found that in many instances, agencies were not aware of specific problems with clients they were already serving, or, in discovering clients who needed their aid. This is due to centralization of services in Norwich, limited field staff and monies, and the present staff being overworked. Perhaps with more inter-agency cooperation constructive means to deal with intra-agency difficulties could be developed.

Summary prepared August, 1971 by Chenango Development Project Staff.

Appendix F. Supporting Documents

Copies of the following papers and proposals are available at:

Chenango Development Project
Room 332, Warren Hall
New York State College of Agriculture and Life Sciences
Cornell University

Ithaca, New York 14850

"Training Program for Summer Assistants, Peoplemobile Project, Chenango Development Project." 3-page outline, May 18, 1971.

"Proposal to Appalachian Regional Commission for Continuation of Peoplemobile Project." August 5, 1971.

News releases, Chenango Development Project Peoplemobile, April-August, 1971.

"The Chenango Development Project to Date and Onward." Eugene C. Erickson, 5 pages, ditto, October, 1971.

"Rural Change Through Organization Development and Community Support" Jerry D. Stockdale, June 7, 1971

Appendix G. Methods of Evaluating Peoplemobile Project

Questionnaires were prepared by the staff members of the Chenango Development Project and administered by them to the summer assistants, members of the Chenango Advisory Board, and to representatives of several agencies not participating on the board.

Interviews of persons served by the Peoplemobile and of others in the rural localities visited were undertaken by Leslie Puryear and George Hecht.

Table 1. Informants on Peoplemobile Project, by Category and Method

Informants	Number	Research Method
Summer Assistants	7	CDP questionnaire
Chenango Advisory Board and other agency representatives	11	9 by CDP questionnaire 2 in person by Farley
Cornell Advisory Committee	5	3 in person (Farley) 2 by phone (Farley)
Persons served by Peoplemobile	15	Field interviews by Puryear and Hecht
Other persons in communities visited by Peoplemobile	17	Field interviews (Puryear)
Members of Board of Supervisors, Chenango County	3	Telephone interviews (Farley)
Representatives of funding organizations	3	Telephone interviews (Farley)
Staff of Chenango Development Project	6	4 in person (Farley) 2 by phone (Farley)
	67	

In the course of her research, Puryear attended a meeting of the Citizens for Welfare Rights, Greene, New York and observed a summer assistant on his rounds. Farley attended two meetings of the Cornell Advisory Committee and one meeting of the Chenango Advisory Board at Norwich.